



Love Your Block

Background Information

Chula Vista is the proud recipient of a Cities of Service Leadership Grant, funded by Rockefeller and Bloomberg Foundations. This grant supported the hiring of the city's first Chief Service Officer, Wanda Bailey. In March 2011, Mayor Cox and Ms. Bailey launched *Chula Vista Serves*. Chula Vista Serves is a series of campaigns designed to promote strategic volunteerism with the goals of increasing civic engagement by residents and aligning volunteers with existing and new service opportunities to impact important community needs within Chula Vista. One of those new service opportunities is *Love Your Block*.

Love Your Block is a tested, high-impact service strategy in which the Mayor's Office engages community members in revitalizing their neighborhoods one block at a time. Engaged neighbors are far less likely to let their neighborhoods fall into poor conditions and can act as a powerful force in preventing crime. Vital neighborhoods, with increased community involvement and spirit, lead to improved quality of life.

Through Love Your Block and the generous support of the Home Depot Foundation, the City will provide 20 competitive mini-grants, comprised of a \$500 Home Depot Gift Card per grant, to neighborhood groups to purchase the supplies needed for their local project and will coordinate City government services as available to support the effort. These mini-grants encourage community groups to identify priority projects and develop volunteer-fueled solutions.

Project Description

Chula Vista Serves seeks qualified neighborhood groups/organizations to develop and implement neighborhood led projects. Residents across the city are the best caretakers of their neighborhoods and the intent of Love Your Block is to foster a sense of community, belonging, and pride of ownership.

Love Your Block Applicant Criteria

- For the purpose of the Love Your Block campaign, a block is defined as a minimum of 10 residents in proximity to one another within the City of Chula Vista
- Each group must have a detailed and realistic action plan for engaging residents to carry out a physical transformation of their block. Specifically, each group must:
 - Be volunteer-led (without any paid staff). Eligible groups include, among others, neighborhood, tenant and block associations as well as community garden groups, school and church-based groups
 - Demonstrate a need for improvement in the neighborhood
 - Demonstrate the ability to mobilize a minimum of 10 neighborhood volunteers to take part in the Love Your Block project, including planning as well as implementation
 - Commit to send two main contacts to a **mandatory** orientation meeting for grant awardees
 - Obtain signatures and phone numbers of at least 50% of residents/owners on block for application
 - Develop a specific action plan for the project, addressing the following:
 - ❖ Is the action plan realistic and specific, including who will do what, when, where, and what outcomes will be achieved?
 - ❖ Is there a plan to sustain the work that has been accomplished?

- ❖ Are there any partners involved in the effort, i.e., local business or other community based organizations?
- Develop a specific budget for how the mini-grant will be spent. Determine types of supplies needed and how much will be purchased. Love Your Block grants do not cover personnel, on-going costs, or food and drinks.
- Determine which city services will be requested to improve the public space on the block (Any request for city services does not guarantee that they will be approved and/or provided)
- Obtain written owner permission to improve any private property (city services will not be available for private property improvement)
- Implement the volunteer project during the month of March 2012

Grant recipients must also commit to providing before and after pictures as well as measure specific impacts, i.e., # of trees planted, # of pounds of trash collected, # of pounds of mulch distributed, square footage of graffiti removed, # of green spaces/gardens created, # of physical resources created , # of volunteers engaged. Final reports are due by March 26, 2012.

Potential projects include, but are not limited to:

- vacant lot clean-up
- weeding
- litter removal
- graffiti removal
- fence replacement/painting
- pet waste bag dispenser(s)
- tree planting (not in city right of way)
- community garden development (per city policy)
- yard sharing (private property only)
- mural painting (private property only)
- safety/security lighting/improvements (private property only)
- water conservation measures, i.e., installation of low flow sprinklers
- energy conservation measures, i.e., installation of motion detector lighting

Love Your Block Timeline

February 9, 2012	Announcement of Fourth Round Request for Proposals
February 27, 2012	Fourth Round Application deadline
February 29, 2012	Fourth Round Award announcements
March 2012	Implementation of Love Your Block projects
March 26, 2012	Final reports due



Love Your Block Application

Please respond to all questions in the following three sections. Applications can be typed or hand written.

Section 1: General Information

1. What is your neighborhood group's name?

2. List two contacts for your group, along with phone number(s), email, and mailing address.

Primary Contact _____

Home/Cell Phone () _____ Work Phone () _____

Email _____

Street Address _____ City: Chula Vista Zip Code _____

Alternate Contact _____

Home/Cell Phone () _____ Work Phone () _____

Email _____

Street Address _____ City: Chula Vista Zip Code _____

3. When was your group formed (month/year)? Is this the first project it is undertaking?

4. Briefly describe your group's purpose, history, or accomplishments (if applicable).

Section 2: Project Description

Describe your block. Remember: A block is defined as a minimum of 10 residents living in proximity to one another within the City of Chula Vista.

1.

a. Where is your block located?

Name of street(s) _____

Major cross streets _____

Name of development (if applicable) _____

b. How many properties are included in your block? _____

c. What is the distance (approximate # of feet) between the two farthest properties from each other?

_____ Feet

d. How many of these properties are residential? _____

e. How many of these properties are commercial? _____

2. What are some of the specific concerns that you have? What would you like to improve?

3. Please fill out the action plan chart (on page 5), showing the steps your group will take to carry out the block improvement project. See the example below.

Example:

Project: Encourage dog walkers to pick up after their dogs on our block by installing neighborhood dog “pit stop” with area for pet cleanup bags, and a small “waste bin” that makes it easy for pet owners to know where to throw waste away.

Action	Person(s) Responsible	Date(s) the action(s) will take place	Intended Outcome
Discuss with neighbors where to place pick-up bag holder and waste bin, and who will stock the holder with bags/ empty waste bin.	Jose	Week of 9/12	<ul style="list-style-type: none"> Decide on a location that will be convenient for dog walkers Have a written plan for who will stock bag holder Have a written plan/ schedule for who will empty waste bin
Purchase supplies	Martin	Saturday 9/17	
Install bag holder and waste bag	Gabby	Saturday 9/17	
Hold neighborhood “pet fest” to introduce new “pit stop”	Deirdre	Sunday 9/18	Help neighbors find out about and get excited about using the pit stop

Section 2: Project Description

3. Action Plan Chart

Project Goal:

[illegible]

Section 2: Project Description

4. What materials will you need? Please provide a budget that includes all planned expenses related to the project. *Love Your Block* grants do not cover personnel, on-going costs, or food and drinks. ***Costs included in this budget are for one time only expenses related to the project and/or items such as equipment or supplies.***

Item(s)	Description of Use	Approximate Cost

5. How will you reach out to your neighbors to encourage participation? How will you involve them? How many neighborhood participants do you anticipate becoming involved, either in the planning or in the actual implementation of the project?
6. Do you plan to work with local businesses and/or other community-based organizations? If so, who and in what capacity?
7. How do you plan on sustaining the changes your project will create? (Example, for a block cleanup, what is your plan for keeping the block clean going forward?)

Section 3: Additional Information

1. Will you be requesting city services to improve the public space on the block (Any request for city services does not guarantee they will be approved and/or provided). If so, which of the following services are you interested in?

_____ Limited pothole repair

_____ Street light repair

_____ Street sign repair

_____ "Children at Play/Slow Down" signage

_____ Tree stewardship/care workshop by city arborist

_____ Linkage to resource conservation education/resources

_____ Graffiti clean up assistance

2. Include photographs of the present state of the site/block. Please include photographs of the area(s) you wish to improve through your project. Attach to application.

3. If you plan to do improvements to private property, please provide the following:

Letter from property owner, including name, address, statement of permission, and signature

Date _____

To whom it may concern,

I give permission to the group named on this application to perform the above described project on my property.

Name _____

Address _____

Signature _____

Day Time Phone _____ E-mail _____

4. Signatures of at least 50% of block residents/owners.

[illegible]

A complete Love Your Block Application must be received by 5 p.m., Monday, February 27, 2012. Applications received after the deadline will not be considered.

Applications must be complete, including pictures, any required letters (if private property will be improved), and signatures from block residents/owners. Applications can be submitted in one of three ways:

1. Electronic submission: E-mail to citiesofservice@chulavistaca.gov
2. Mailed submission:
Love Your Block, Chula Vista Serves
Office of the Mayor
City of Chula Vista
276 Fourth Avenue, MS 0-100
Chula Vista, CA 91910
3. Physical submission:
Drop off at Receptionist Desk, Office of the Mayor, City Hall Building 100
City of Chula Vista
276 Fourth Avenue
Chula Vista, CA